

Sustainable Forest Products Global Alliance

Quarters One and Two Report

Submitted by Metafore and World Wildlife Fund

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Report for Quarters One and Two
October 1, 2003 through March 31, 2004

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Sustainable Forest Products Global Alliance

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1. *Introduction*

The Sustainable Forest Products Global Alliance is a public/private partnership that seeks to make markets work for forests and people. Together, the partners in the Global Alliance work to advance a new model for forest conservation and community development in USAID client countries in which sustainable forest management is rewarded in the global marketplace. By reducing trade in illegally harvested or unsustainably managed forest products, opportunities for resource-dependent communities and low-income producers will grow.

This report summarizes the accomplishments of the two non-governmental partners—WWF and Metafore—for the first two quarters of the second funding year of the Global Alliance; October 1, 2003 through March 31, 2004. In December of 2003, Global Alliance partners revised the list of expected achievements to reflect those that are anticipated to result from our Year 2 program of work; created a new set of benchmarks; and modified the reporting framework. This first report is formatted according to these modifications.

During the first and second quarters of the 2004 funding cycle, WWF and Metafore—as the non-profit founders of the Global Alliance along with USAID—made substantial progress towards accomplishing the expected achievements defined for the year.

2. *Expected Achievements and Benchmarks*

In November 2002, Global Alliance members and their partners adopted a Results Framework which outlined expected multi-year achievements and related first year benchmarks. During an annual review in December 2003, Global Alliance members revised the multi-year achievements and drafted benchmarks for year two.

Expected Achievement A: Enhanced demand for legally produced products from well-managed forests through implementation of responsible purchasing practices by businesses, government agencies, and other organizations.

Benchmarks:

- Identify corporate and government leadership to initiate movement toward responsible purchasing practices
- Make the business case illustrating the benefits of instituting appropriate purchasing practices
- Provide and improve methods and systems for implementing responsible purchasing practices
- Increase number of government agencies and businesses that agree to source forest products from legal, well-managed forests

Expected Achievement B: Increased supply of products legally produced from well-managed forests that generate social, economic, and ecological benefits through improved forest management.

Benchmarks:

- Increase the organizational and productive capacity of producers to access domestic and foreign markets
- Increase the area of forest under written commitment to achieve responsible forest management

Expected Achievement C: More efficient trade of legal forest products from well-managed forests through the development and dissemination of information that enhances decision making of willing buyers and sellers.

Benchmarks:

- Increase the understanding of markets and trade flows
- Increase the informed interaction between buyers and producers
- Exchange information with targeted communities and producers
- Expand database-linked Website to house technical, policy, and market information

Multiple Expected Achievements

The Global Alliance partners also identified the following cross-cutting benchmarks:

- Disseminate trade knowledge to partners, businesses, and community/producer networks.
- Increase communication venues, documents describing lessons learned and success stories to promote innovation and collaboration.
- Carry out studies on policy, regulatory constraints and promote policy changes to secure market access.
- Conduct outreach to communities to use legal, environmentally sound and socially acceptable forest management plans.

3. Global Highlights

- WWF's Global Forest & Trade Network (GFTN) published *Responsible Purchasing of Forest Products*, a practical guide for organizations wishing to develop a responsible program for the procurement of forest products. The guide outlines the various ways in which companies, including primary mills, secondary processors, importers, manufacturers, wholesalers and retailers, can demonstrate compliance with best practice and ultimately with their own purchasing policies. The document is available in both English and Spanish.
- WWF's Forest & Trade Network in Mesomerican and Caribbean, Jagwood+, published an analysis of *Preferential Purchasing Policies: A tool for promoting responsible forest management* by Tim Gray. This study reviewed the success and obstacles to implementing preferential purchasing policies around the world and offers concrete suggestions for how to implement such policies with positive impacts. The document gives specific recommendations for how to utilize responsible purchasing policies in both private and public sectors, including the tourism industry in Latin American countries such as Costa Rica. The document is available in both English and Spanish.
- Metafore and Jagwood+ refined a set of tools consisting of four diagnostic templates and two company profile templates that will allow producers of responsible forest products to assess their production capacity, technical assistance needs, and identify opportunities for growth in the domestic and international marketplace. In January-February 2004, Metafore and Jagwood+ conducted a series of interviews with a range of producers of forest products, both primary processors and secondary manufacturers, in Nicaragua and Costa Rica. The templates that were first developed and used in Guatemala were refined by a Forest Products Extension Agent from the University of Quintana Roo in Mexico and tested on 11 companies. The resulting products

will be available to GFTN Producer Group Coordinators and other USAID market initiatives to gather information on their members and make it available to the global marketplace via web based tools.

- GFTN has now been able to track the number of inquiries for products from members of Producer Groups generated by members of its Buyer Groups. In the last quarter alone, a total of 65 inquiries have been received from members in five Buyer Group countries (Germany, Hong Kong, Netherlands, Switzerland, and United Kingdom). These inquiries have ranged from very modest requests for 15,000 m³ of sawn tropical hardwoods to larger requests of 40,000 m³ of tropical plywood. As more Buyer Groups adopt GFTN participation requirements and encourage their members to use the GFTN guide to responsible purchasing, it is anticipated that the volume of inquiries will grow significantly. GFTN will continue to track these inquiries and will identify where these inquiries mature into trade (“market links”).
- GFTN published and distributed a new informational brochure and its first bulletin. The bulletin will be distributed roughly on a quarterly basis to a wide audience of stakeholders in responsible forest management and will provide updates on GFTN developments and news on related issues. The bulletin will also serve as a forum on topics fundamental to responsible forest management - topics like certification and high conservation value forests.
- The World Bank, World Business Council for Sustainable Development, WWF and Forest Trends co-organized a Forest Investment Forum on 22-23 October 2003 at the World Bank headquarters in Washington, DC. The Forum brought together nearly 150 senior executives from development banks, commercial banks, investment funds, leading conservation organizations, and globally significant forest product companies.
- On the occasion of the aforementioned event, WWF introduced its “Guidelines for Investment in Operations that Impact Forests” tailored for development banks, export credit agencies (ECAs), and commercial banks. The guidelines cover not only practices in the forest industry, but also operations that indirectly affect forests such as mining and agriculture. There was a consensus on the need for investment safeguards, both as an incentive to responsible investment and a deterrent to unsustainable and destructive activities.
- As a result of WWF-GFTN’s collaboration with the International Finance Corporation in the exploratory phase of IFC’s Responsible Wood Procurement Initiative, one of the world’s leading hotel chains is reexamining its policy regarding the purchase of certain species. The hotel chain is now considering whether to place a \$9 million order through manufacturers and their forest suppliers that are in the process of joining the local Forest & Trade Network (FTN). Moreover, the producer in negotiations with this major hotel chain is seeking to become a producer group member as a result of its discussions with IFC and WWF-GFTN.

4. *Regional Highlights*

Consumer Countries

North American Forest & Trade Network. In early 2004 the North American Forest & Trade Network (NA-FTN) was re-organized to play a direct role in efforts to promote responsible forest management in priority ecoregions and landscapes in Indonesia, Malaysia, the Congo Basin, Peru, Bolivia and Brazil by using the power of ‘market pull.’ Under a Metafore-WWF joint work plan, the NA-FTN is targeting specific forest product lines, analyzing selected trade flows from specific priority areas into the U.S. market, and identifying corporate stakeholders to play a lead role in implementing responsible purchasing practices.

The NA-FTN team is focusing its outreach on prominent members of the office supply and furniture manufacturing industries of the United States. Through this new initiative, the Global Alliance is directly contributing to the mitigation and eventual offset of the footprint of the U.S. consumer market in paper, timber (such as mahogany), and furniture -- a footprint that has a devastating impact on areas of global biodiversity importance due to forest clear cutting and conversion, illegal logging, and overharvesting. For example, outreach activities of the NA-FTN (together with the Species Conservation Program at WWF-US) have made it possible for WWF to work collaboratively with Office Depot and Staples to halt the destruction of key elephant and tiger habitats in the Tesso Nilo Landscape in Indonesia by such global corporations as Asia Pulp and Paper Company (APP) and APRIL. Next steps for the NA-FTN include helping these corporations to develop and/or review their responsible purchasing policies and implement stepwise purchasing plans that will ensure that their forest products originate from known, legal sources and well managed forests, and eventually from credibly certified forests. (Please see <http://www.worldwildlife.org/news/headline.cfm?newsid=629> for news release.)

Wood for Building Green Workshops. Metafore designed and implemented a series of workshops where architects, designers and contractors learned how to promote the well-being of forests and the communities that depend on them by specifying wood products responsibly. These presentations and workshops were delivered in six cities around North America, including San Francisco, CA; Minneapolis, MN; Seattle, WA; Vancouver, BC; Columbia, MO; and San Diego, CA. These workshops were attended by more than 250 participants.

Paper Working Group. The PWG emerged in the spring of 2003 when several leading companies met with Metafore to address challenges in the implementation of their paper purchasing policies. Since October 2003, the PWG accomplished several objectives through collaborative dialogue as well as research and analysis coordinated by Metafore.

- Metafore identified the current practices of participating companies and the perspectives of key stakeholders, relative to the paper purchasing goals of participating companies, and worked with participants to develop a strategic plan for achieving the goal of the PWG to increase the availability of environmentally preferable paper.
- Metafore convened discussions among the paper industry and paper buyers regarding opportunities to increase the efficiency of wood fiber use in paper by using more recovered fiber and increasing the production of lighter basis weight papers. Specifically, Metafore held a seminar during Paper Week in Montreal, which was attended by about 40 people. Also, Metafore held a dialogue with U.S. paper makers at Paper Week in New York—facilitated by Charles Alexander, former Science Editor of Time Magazine—which was attended by approximately 140 people.
- Three new participating companies joined the PWG project in January—Toyota Motor Sales, U.S.A., Inc., McDonald's and Mail-Well, bringing the total number of participating companies to ten.
- Metafore worked with PWG participants to define environmentally preferable paper through seven desired outcomes with detailed descriptions, and developed an outreach approach aimed at soliciting input into the definitions of the PWG desired outcomes from a broad array of stakeholders.
- In late March, Metafore convened a dialogue among PWG participant companies and seven environmental NGOs. The dialogue focused on technical issues associated with two of the

PWG desired outcomes; conservation of natural systems and efficiency of materials (recovered and recycled fiber in particular).

Corporate Outreach. As a means of delivering tools to help business leaders and others make intelligent decisions on the issue of responsible forestry, Metafore executed the following communications and outreach activities for the most recent quarter: a new multi-level Web site, a newsletter, Action Briefs and policy implementation tools for businesses, and fact sheets on the U.S. wood market for foreign producers.

- Metafore's Web Site went live at the end of December and is the destination point for people seeking information on Metafore, and business tools that support responsible forest products purchasing and healthy forests and communities. The site also includes a summary of the Global Alliance on the Metafore Partners Page (<http://www.metafore.org/index.php?p=Partners&s=18>)
- The Metafore weekly newsletter, *In Focus*, is distributed to nearly 1,200 people and contains links to Metafore tools and the latest news from around the world on forestry and the wood and paper industry. In addition to being an information clearinghouse aimed at business buyers or forest products, the newsletter also pulls readers into Metafore's Web site to view new tools developed by Metafore and a summary of recent successes.

GFTN Europe. The coordinators for eleven European FTNs and GFTN staff met in Copenhagen on November 10-12, 2003 to share experiences and discuss important issues such as the new GFTN participation requirements, the development of tools to assess the legality and origin of products traded by member companies, how to manage risk, and the development of a European paper strategy.

The new direction of WWF's GFTN has had an energizing effect on several European FTNs. During the reporting period the Swedish FTN adopted the new participation requirements. Germany, Netherlands, Switzerland, and U.K. forwarded concrete market link requests to Producer-oriented Forest & Trade Networks (Producer Groups) in Malaysia, Indonesia, Russia, Brazil and Cameroon.

Some examples of market links developing this quarter include the following:

- Two major plywood buyers in the UK, Travis Perkins and Timbmet have approached Indonesian and Malaysian FTNs to assist them in sourcing plywood. Travis Perkins previously had a long standing relationship with Barito Pacific but cancelled their contract with them after a Greenpeace report on Barito Pacific's activities in South Kalimantan. Travis Perkins is looking to Producer Group members to fill the gap. Barito is now also interested in becoming a member of the Producer Group. Timbmet, which is the UK's largest hardwood importer, has made an explicit public policy commitment to sourcing from Producer Groups.
- Ibu Kayu, a French furniture importer, has had samples made of teak from the Java Teak community projects (part of the Indonesia Alliance). It has directed its supplying manufacturer to buy 30m³ of teak from one village. The supplying manufacturer is likely to sign a Memorandum of Understanding with the community in the next quarter.
- Homebase, the second largest home do-it-yourself (DIY) store in the UK is reevaluating its decision to stop buying from Indonesia because some of its suppliers may join the FTN, and therefore can give Homebase the assurance that they are complying with Homebase's responsible purchasing policy. Homebase has also placed orders with manufacturers in Sabah

based on the increasing amounts of raw material from forests in the process of joining the Malaysian FTN.

Other promising leads are in development:

- With supplies of certified teak dwindling, a large Swiss retailer has approached the FTNs in Europe and Asia to assist in reviewing their purchasing strategy. This one retailer claims a turnover of \$1.2 billion in furniture coming from Indonesia.
- IPAZ, a consortium of small- to medium-sized Dutch buyers, is actively trying to identify "good sources" of wood since the launch of the Malaysian FTN. IPAZ has approached GFTN regarding links with Producer Group members.
- Three large German DIYs have shown interest in supplying sawn wood from Producer Group members in Russia. One of the companies made a trade visit to Archangelsk in March resulting in a larger German DIY trade visit to the Russian Producer Group in April.
- A Danish paper producer has shown interest in supplying pulp from members of the Russian Producer Group.

Also during this period, as part of the development of a GFTN Europe Paper Group, the GFTN Europe coordinator and the WWF Head of European Forest Team participated in the RISI European Pulp and Paper Conference to raise awareness about GFTN and WWF's "Guidelines for Investment in Operations that Impact Forests," the Responsible Purchasing Guide, and an initiative on Corporate Responsibility Reporting focused on pulp and paper companies.

GFTN Asia. WWF Japan held a seminar on October 23, 2003 in Tokyo introducing the Letter of Intent signed by APP and WWF Indonesia. The seminar emphasized the threats to the Tesso Nilo forest, Tesso Nilo's rich biological diversity and environmental value, and the link between Japan's wood trade, particularly pulp and paper, with producers from that area. Approximately 80 participants from various sectors, including pulp and paper manufacturers, paper wholesalers, retailers, governments, NGOs and academics, attended the conference.

Latin America and the Caribbean

GFTN Producer Group – Brazil: Produtores Florestais Certificados na Amazônia (PFCA).

There are currently five certified companies and two certified communities that are members of the group. The companies are: Cikel (Para), Gethal (Amazonas), Mil Madeireira (Amazonas), Lisboa (Para), and Juruá (Para). The membership of a sixth company, Emapa (Para), is in the process of approval. The certified communities are Porto Dias and Cachoeira (Acre). In addition, there are five additional members – 4 companies and one community operation -- that are in progress towards certification. They are: Emapa (Para), Guavira (Mato Grosso), Madevale (Rondônia), Ecolog company (Rondonia), and Peixoto Community Forest Management.

GFTN Producer Group – Mesoamerican & Caribbean: Jagwood+. Jagwood+ is active in seven countries in Central America, plus the Dominican Republic. Its work over the reporting period has been on a project basis with both producers and buyers and has included:

- Applying the Stepwise (or Modular Implementation and Verification) Approach and Group Certification models to independent forest landowners in the Dominican Republic and Costa Rica. Small property owners certified under this model will be able to provide certified plantation and natural forest produced products to GFTN members in the region and elsewhere.

- Assisting two indigenous communities in Nicaragua, Layasiksa and Las Crucetas, to implement responsible forest management and partner with certified processing companies, and thereby achieve economic development, conservation, and indigenous rights objectives. It is anticipated that both Layasiksa and Las Crucetas will harvest and sell wood to the aforementioned GFTN members in the upcoming dry season (April-June).
- Linking certified manufacturers of lesser known wood products from Guatemala with a Wood Products Manufacturers Association in Oregon. Wood will be sent from Guatemala for the experimental processing of various product lines to evaluate performance of mahogany substitutes in case goods, flooring, millwork and furniture. This hands-on study will have great replicability given that the species are ubiquitous to Latin America and are common in certified operations.
- Developing a particularly interesting market linkage between Nicaragua and Peru. One container of certified lesser-known tropical hardwoods from Nicaragua will be sent to Exportimo, a large Peruvian manufacturer of high-end furniture that has supply constraints (currently importing 500,000 bf of certified lumber annually from other Latin American countries).

WWF Central America also hosted a trip with GreenWood consultants to provide technical input on how to produce quality lumber from indigenous community operations in the Puerto Cabezas region of Nicaragua. WWF is providing technical support to these nine communities in order to achieve independently certified, responsible forest management and quality production of mahogany substitutes lumber for GFTN members and other high-end international markets.

GFTN Producer Group – Peru. Great progress is occurring with the development of the Peruvian Producer Group. WWF Peru is currently providing technical assistance related to basic forest management (inventories, management plans, and annual operating plans) to over 38 concessions on over 1,000,000 ha of forest. Producer Group membership requirements are being established and a final version of the Peruvian Stepwise Approach to Certification has been prepared for application. A preliminary evaluation of one company was conducted, and another full assessment has been planned for June. WWF Peru also participated in the International Wood Products Association (IWPA) Meeting in California where it was able to evaluate trends in purchases of certified tropical lumber and wood products and identify key buyers.

Bolivia – A GFTN Producer Group is under development through CADEFOR.

GreenWood/MaderaVerde. This non-profit based in Honduras made great strides in the production of furniture and in linking that production to the sustainable harvest of lesser-known tree species from the managed secondary forests of Honduras (*guamiles*). Sales from GreenWood artisans increased dramatically during these two quarters—up from an average of about \$150/month during the first nine months to more than \$600/month during the last quarter of the year and the first two months of 2004. During the last quarter of 2003, the guamile management plan culminated in the harvest and sale of the entire annual inventory of 3,224 board feet of three different lesser-known species (plus about 1,000 feet of bark). Ten percent of the proceeds from these sales were provided to the tribal council in the form of locks for the school, materials to repair the community water system and food for people who are building houses.

Asia and the Near East

GFTN Asia Meeting. On December 9-11, 2003, WWF-GFTN hosted the second GFTN Asia Meeting in Bali. Approximately 50 participants, including the GFTN Secretariat, the Asia Pacific FTNs, and partners such as The Nature Conservancy, Tropical Forest Trust, Tropical Forest Foundation, Forest Stewardship Council, Lembaga Ekolabel Indonesia, Smartwood, Woodmark,

and SGS Malaysia, met to discuss the new GFTN guidelines on responsible wood purchasing and participation, the status and progress of the FTNs in the region, and the activities of partner organizations related to responsible procurement and stepwise approaches to achieving forest certification. As a result of the meeting, participants developed a basic strategy for promoting responsible purchasing in Japan and China, with particular emphasis on wood sourced from Russia and Indonesia. The FTNs developed a strategy for further development and for meeting market demand from buyers seeking responsibly sourced wood products.

In February, GFTN finalized baseline appraisal and action plan template documents for Producer Groups in Southeast Asia and used them to train assessors and managers from prospective member companies.

Asia Pulp & Paper/Tesso Nilo. In November of 2003, the WWF network, led by WWF-Indonesia, entered a new phase of its negotiation with APP demanding compliance with WWF's "Minimum Requirements for an Agreement of Environmental Practices" that includes an immediate moratorium on clear cutting natural forest in and around forest protected areas including high conservation value forest (HCVF) using the precautionary principle. Extensive corporate outreach by WWF-Japan, WWF-US (Species Program and NA-FTN) and the Asia-Pacific FTN resulted in the positive role of such APP buyers as Ricoh and Askul from Japan and Office Depot and Staples from the U.S. Recognizing the purchasing power of these major buyers, APP was forced to review extensively its corporate environmental and social practices by developing a Corporate Sustainability Action Plan in December 2003.

While the APP action plan seemed comprehensive, after extensive technical review, WWF concluded that it fell short of the minimum requirements as it continued to rely heavily on clear cutting HCVF critical for the persistence of the charismatic and endangered diversity of this Sumatra island landscape. Negotiations over a complete moratorium of clear cutting of primary forest until an HCVF assessment is completed continue to progress but not without extreme difficulty. Most recently, with significant effort from WWF-Germany, a new stakeholder, the APP creditors group – a conglomerate coalition of financial and governmental institutions that have lent nearly US\$14 billion to APP – is playing a critical role that hopefully will lead to APP accepting an immediate moratorium on forest conversion, abiding by the HCVF assessment methodology and assessment results and fully complying with sound social and environmental practices laid out in Creditor-APP environmental agreements and a new version of the Sustainability Action Plan.

GFTN Producer Group - Indonesia: Nusa Hijau. WWF-GFTN launched the Indonesia Producer Forest & Trade Network – "Nusa Hijau" (Green Archipelago) in October 2003. Approximately 80 participants representing stakeholders from forest concession companies, factories and manufacturers, government agencies, forest product associations, certification bodies, European buyers and NGOs attended this event.

- One forest concessionaire (HPH holder), one community forest group, one pencil factory and two other manufacturers have applied by submitting baseline appraisals and action plans to Nusa Hijau for its evaluation.
- The Nusa Hijau team also met with two forest concessionaires that underwent a Forest Stewardship Council (FSC) assessment but failed to meet FSC standards. As a result Nusa Hijau is helping the companies to develop a stepwise action plan on how to correct the identified deficiencies.

- WWF-GFTN began collaboration with the IFC's Pengembangan Usaha (PENSA) Program in East Indonesia to support furniture exporters to link with WWF's efforts to create responsible wood sources through Nusa Hijau.
- The Ministry of Forestry in Indonesia announced that any forestry concession that achieves independent certification would not be bound by the current quota limits on their Annual Allowable Cut, and that it was willing to consider an incremental approach to raising quotas that would support the stepwise approach advocated by Nusa Hijau.

Malaysian Producer Forest & Trade Network: Kumpulan Khazanah Hijau (Green Heritage). In February, Green Heritage organized an orientation workshop for auditors and potential producer and trade participants on the process for developing baseline appraisals and action plans. Subsequently, the baseline appraisal and action plan for Sabah-based garden furniture manufacturer Inspirations were completed. These documents are in the process of being independently verified according to GFTN participation requirements. Inspirations will become the first member of the Green Heritage group early in the next quarter. Further to this, the coordinator recently undertook a mission to meet with Buyer Group coordinators and members in Germany, the Netherlands and the UK. Meetings were held with companies like Fetim in the Netherlands, Travis Perkins and Timbmet in the UK.

Vietnam – Producer Group under development.

Africa

Producer Groups launched at AFLEG. The West and Central Africa Producer Group Networks were launched in October 2003 at the World Bank-sponsored Africa Forest Law Enforcement and Governance Ministerial Conference in Yaoundé, Cameroon. The launch brought together more than 50 participants from a wide range of stakeholder groups - including representatives of governments, logging companies, NGOs, World Bank and other aid agencies, members of Forest & Trade Networks from Europe, and journalists of national and international press organizations. WWF GFTN draft minimum membership requirements for the Producer Groups were presented. The objectives of the Producers Groups, the needs of GFTN buyers, and expectations from Europe and America were discussed. It was also a valuable opportunity for participants to initiate market links between producers in Cameroon, Central African Republic, Gabon and Ghana and buyers.

GFTN Producer Group – Central Africa. Minimum entry and participation requirements are currently being finalized. Prospective members include Cameroonian companies Bubinga, Assene Nkou, Aveico, MMG and STCB; two concessionaires of the French parent company Group Bolloré - HFC and SIBAF; Dutch companies Wijma and Reef; and Belgian companies DeColvenaere and Pallisco, all in Cameroon; and IFK and SBL in Gabon. Most of these companies are vertically integrated logging and processing companies selling high quality timber including azobé (*Lophira alata*), ayous (*Triplochiton scleroxylon*), and sapelli (*Entandrophragma cylindricum*). Many of them hold large concessions of hundreds of thousands of hectares.

The WWF-Central Africa Region Program Office has undertaken “evaluation du depart” for three partner companies, using a checklist based on the African Timber Organization/ITTO Principles, Criteria & Indicators. From these field audits action plans have been developed for Decolvenaere and Pallisco and are currently being implemented

GFTN Producer Group - Ghana. The Producer Group Modular Implementation and Verification (MIV) tool has been adapted for Ghana and will be field tested in April with two prospective

members. Five companies from the Ashanti and Western Regions, all of which meet the minimum entry requirements and have long-term and legally acquired concessions, have committed in writing to be the initial members of Ghana PG: Samartex Timber and Plywood Company Ltd., Ghana Primewood Company Ltd., Western Veneer and Lumber Company Ltd., Kumasi Logging and Lumber Company Ltd., and Ahwiaa Wood Products Ltd.

Additionally, five organizations were identified to nominate representatives to serve on the Ghana PG Steering Committee. The organizations include The Forestry Commission of Ghana, Ghana Institution of Professional Foresters, National Working Group on Forest Certification, Friends of the Earth-Ghana, and Ghana Timber Millers Organization (whose members form the core of Producer Group membership).

Europe and Eurasia

Russian Producer Group: Association of Environmentally Responsible Timber Producers.

The Russian PG agreed to adopt GFTN participation requirements in November. Current members include leading industrial companies such as Ilim Pulp Enterprise (which has logging contracts covering 8 million hectares), Archangelsk PPM (which has committed to certification of 0.5 million hectares by 2005), Volga PPM, JSC Cartontara and Solombalsk Sawmill. Together these five members control over 8 million hectares in Northwest Russia and Siberia and the PPM enterprises produce more than 60% of Russian pulp and paper products. The Association has local representatives, members and observers located in all 3 main wood production regions of Russia – Northwest Russia, Southern Siberia and Russian Far East.

5. Corporate Partners

Existing Partnerships

An update on the confirmed partners and leverage is provided below followed by notes on some promising new leads that are in development. With USAID's investment of \$3,375,000, WWF and Metafore have leveraged nearly \$9 million from a variety of partners.

Table 1: Status of Existing Partnerships and Leverage

Partner	Status of Partnership	Leverage
The Home Depot	Global Alliance charter partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$1,000,000 cash support to WWF \$50,000 cash support to Metafore
Andersen Corporation	Global Alliance partner is supporting program activities financially and committed to working with their suppliers to develop sources of responsibly harvested wood products.	\$100,000 cash \$100,000 in-kind
IKEA	Investing in complementary projects in Russia, Bulgaria, Romania and the Baltic states.	\$1,200,000 cash
Norm Thompson Outfitters	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability. Metafore also worked with NTO to construct a wood products Scorecard to be used by internal buyers.	\$10,000 cash \$17,000 in-kind

McDonald's Corp.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$20,000 cash
Toyota Motor Sales USA, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$15,000 cash
Time, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$35,000 cash \$450,000 in-kind
Hewlett-Packard Co.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$30,000 cash \$280,000 in-kind
Nike, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$30,000 cash \$125,000 in-kind
Starbucks Coffee Company	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$30,000 cash \$60,000 in-kind
Kinko's, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$12,500 cash \$40,000 in-kind
Staples, Inc.	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$35,000 cash \$175,000 in-kind
Mail-Well	Partner in Metafore's Paper Working Group working to define environmentally preferable paper, develop tools for measuring and evaluating it, and take actions to increase its availability.	\$15,000 cash
Sveaskog	Swedish state-owned forest company is partnering with WWF-GFTN to broaden the market for certified products.	\$147,000 cash
Forest Products Association of Canada	Provided cash contribution in support of Metafore's Certification Resource Center, and in-kind support to facilitate dialogue between forest products industry and business buyers regarding the production of environmentally preferable paper.	\$17,000 cash \$25,891 in-kind (\$CDN35,000)
Certified Wood and Paper Association	In-kind support—based on business contributions and dues—in the form of promotion of certified wood and	\$307,575 in-kind

(formerly CFPC Marketing Collaborative	paper products.	
Various technical assistance providers	Provided in-kind support in the form of software and reductions of fees as a contribution.	\$8,700
Latin American forest companies in Nicaragua and Costa Rica (11)	Participated in the development and testing of tools to assess production capacity, technical assistance needs, and identify opportunities for growth in the domestic and international marketplace.	\$30,000 in-kind
ERM Japan Ltd.	Contributed goods and services for Northeast Asia market assessment	\$14,000 in-kind
WestWind Foundation	Supporting North American FTN activities	\$65,000 cash
Arthur Blank Family Foundation	Supporting North American FTN activities	\$100,000 cash
UK Department for International Development	Supporting development of Ghana and Brazil Producer Groups.	\$600,000 cash
European Union/WWF Belgium	Sustainable Forest Management – Central Africa Project contributing to Producer Group development	\$1,300,000 in parallel investment
DGIS/Belgian Aid Agency	Sustainable Forest Management Project in Democratic Republic of Congo contributing to Producer Group development.	\$1,100,000 in parallel investment
BMZ	Promoting technical partnerships in forest management in Congo Basin contributing to Producer Group development.	\$50,000 in parallel investment
Congo Basin Forest Partnership/FFEM	Jengi Project technical assistance in Cameroon contributing to Producer Group development.	\$225,000 in parallel investment
Rockefeller Brothers Fund	Grant to Metafore to develop market for certified forest products.	\$200,000 cash
Ford Foundation	Grant to Metafore to improve forestry practices around the world through promoting and facilitating the increased purchase, use and sale of third-party certified forest products.	\$300,000 cash
Surdna Foundation	Contribution to Metafore to support development of collaborative for marketing certified forest products.	\$225,000 cash
MacArthur Foundation	General support to Metafore.	\$33,000 cash
GreenWood/Madre Verde	Community based NGO working in Honduras developing conservation-based SME. USAID co-funded activities in years 1 and 2 of Metafore's grant.	\$35,000 cash

Newly recruited members of Forest & Trade Networks in LAC, Russia, Africa	As new producer and buyers members are recruited to FTNs they will invest in action plans to promote responsible forestry	Significant but as yet not quantified parallel investments and some direct investments
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In addition to the funds leveraged through the partners detailed in the table above, WWF is investing \$327,500 of its own core funds to the effort.

Partnerships in development

A number of other partnerships are in the advanced stages of development.

- South Cone: South Cone, which has already invested \$130,000 in the GDA promoting alternative species in Peru, is working with the Global Alliance to provide outreach to the U.S. furniture industry. WWF and South Cone are currently negotiating a partnership to generate funds through sales of certified furniture.
- Norm Thompson Outfitters: WWF is currently negotiating with Norm Thompson on a partnership that would include both programmatic support and marketing support for certified wood and paper products. Norm Thompson wants to promote its use of FSC certified paper in its catalogues and would donate a percentage of sales to WWF. In addition, it is considering a contribution of \$50,000 to support the work of the Global Alliance.
- Staples, Inc.: WWF is working with Staples on the APP project in Tesso Nilo and has a proposal in to them for an expanded partnership in Indonesia. Staples has already made a substantial in-kind contribution of time and travel dollars for the Asian Pulp and Paper initiative. They are in the process of quantifying that contribution.

In addition to the established and developing partnerships listed above, several additional prospects have been identified for supporting Global Alliance-related activities in the near future. These include the following:

- WWF's GFTN is working with the IFC's Small and Medium Enterprise (SME) program for Latin America & Caribbean to define collaborative opportunities with joint funding. The idea of WWF managing or participating in a credit program for forest companies participating with GFTN is under discussion.
- In a related effort, GFTN is entertaining a proposal to work with Shorebank Advisory Services to assess and develop financing mechanisms for GFTN Producer Group participants.
- WWF has submitted a proposal to Office Depot for a partnership focused on environmental education and, in conjunction with WWF Canada, an expanded responsible forest trade "value chain project."
- A \$3.5 million proposal for support of Producer Groups in Asia and Africa was submitted to the European Commission in March.

In addition, the Global Alliance plans to focus on companies that are importing plywood from Indonesia and on home furnishing manufacturers and retailers in the United States. Potentially dozens of other companies are likely to be potential Global Alliance partners as the work expands and relationships deepen and the Global Forest & Trade Network grows. The leverage from these additional sources cannot be quantified at this time.

Annex 1: Activities Table

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	persons trained	partners	hectares	market links
A. Enhanced demand for legal products from well-managed forests									
A-1 Identify corporate and government leadership									
Analysis of key buyers	WWF	On-track							
Fortune 100 update	Metafore	On-track							
Corporate outreach – identify new partners	Metafore/WWF	On-track				150 ¹			
A-2 Make the business case									
Business case	Metafore	On-track							
Business news	Metafore	Completed		4 ²					
A-3 Provide and improve methods and systems									
Responsible Purchasing Guide	WWF	Completed		1 ³					
North American Guide	WWF/Metafore	On-track							
Guidance on certification schemes	WWF/Metafore	On-track							
Paper Working Group scorecard	Metafore	On-track							
A-4 Increase number of government agencies and businesses that agree to source products from legal, well-managed forests									
North American Forest & Trade Network	WWF/Metafore	On-track							
Paper Working Group	Metafore	On-track					3 ⁴		
Corporate engagement	Metafore/WWF	On-track			15 ⁵	330 ⁶			
B. Increased supply of legal products from well-managed forests									
B-1 Increase the organizational and productive capacity of producers									
Production Capacity Assessment	Metafore	On-track		5 ⁷					
NA Market Assessment	Metafore	On-track		7 ⁸					
Chain-of-custody tools	WWF	On-track							

¹ Forest Investment Forum

² Electronic newsletters

³ 2,500 copies distributed.

⁴ Toyota Motor Sales USA, Inc.; Mail-Well; McDonald's Corporation

⁵ Refers only to the Wood for Building Green workshops and presentations.

⁶ Metafore Wood for Building Green workshop/presentation participants (250); WWF Japan seminar on Tesso Nilo (80)

⁷ Nicaraguan and Costa Rican company interviews

⁸ Fact sheets

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	persons trained	partners	hectares	market links
B-2 Increase area of forest under written commitment to achieve responsible forest management									
Producer Groups network development	WWF								
Indonesia		On-track			1	80 ⁹			
Malaysia		On-track							
Ghana		On-track							
Russia		On-track					5	8M	
Central Africa		On-track			1	50 ¹⁰			
Brazil		On-track					11		
Central America & Caribbean		On-track					30		
New Producer Groups launched	WWF								
Peru		On-track							
Bolivia		On-track							
Vietnam		Delayed							
C. More efficient trade of legal products from well-managed forests									
C-1 Increased understanding of markets and trade flows									
Trade flow analysis	WWF	On-track							
North American market assessment	Metafore	On-track		1 ¹¹		18 ¹²			
C-2 Increase informed interaction between buyers and producers									
GFTN network development	WWF	On-track		2 ¹³		69 ¹⁴			
Market links activities	WWF	On-track							
C-3 Exchange information									
Global Wood initiative	Metafore	On-track					11		
Micro-enterprise development	Metafore	On-track			58 ¹⁵	54 ¹⁶		64	3 ¹⁷
Lesser-known species	Metafore/WWF	Delayed							

⁹ Nusa Hijau launch (80)

¹⁰ Africa Producer Groups launch (50)

¹¹ Database on North American importers

¹² Importers interviewed/provided with information on companies practicing SFM in developing countries

¹³ Brochure, bulletin

¹⁴ GFTN Europe Meeting (19), GFTN Asia Meeting (50)

¹⁵ GreenWood/Madre Verde trainer days supported by USAID.

¹⁶ Honduran community members trained by GreenWood

¹⁷ Transactions facilitated by GreenWood between community producers and buyers

Activity	Responsible	Status	Metric						
			policy successes	tools	tech asst. person-days	persons trained	partners	hectares	market links
C-4 Expand database-linked Website									
Certification Resource Center	Metafore	On-track		1 ¹⁸					
Web tools	Metafore	On-track		27 ¹⁹					
GFTN Web page	WWF	On-track							
D. Multiple Expected Achievements									
Forest Leadership Forum	Metafore	On-track							
Illegal logging awareness	Metafore	Delayed							
Improved policy environment	WWF	On-track							
TOTAL Metrics				48	75	751	60	8M	

¹⁸ Product search tool developed for WWW.CWPA.info

¹⁹ Action briefs, Fact Sheets, Policy Guides, etc. placed on www.metafore.org

Annex 2: Alliance Chronicles

USAID and WWF supporting market approach to forest sector problems in Africa

Forests in West and Central Africa, including the ecologically rich but threatened forests of the Congo Basin, fall prey at an increasing rate each year to a range of regulatory and economic forces. Faulty legal frameworks encourage uncontrolled and poorly planned logging, while poor law enforcement and financial rewards lead to illegal logging. With support from the U.S. Agency for International Development (USAID), WWF's Global Forest & Trade Network (GFTN) is addressing these problems by transforming forest products markets to support responsible forest management in West and Central Africa.

The GFTN is WWF's initiative to eliminate illegal logging and improve the management of valuable and threatened forests. In countries like Cameroon, Gabon, and Ghana, the GFTN is establishing Producer Groups of producers, processors, and traders of forest products committed to achieving or supporting responsible forest management and credible forest certification. WWF's West and Central Africa Producer Group includes forest owners and managers who are working toward achieving credible certification, as well as processors and manufacturers who have committed to eliminate illegal timber from their supply chains and trade increasing quantities of certified forest products.

In consuming countries at the other end of the forest products supply chain, the GFTN has established Buyer Groups consisting of retailers, distributors, and specifiers committed to implementing responsible purchasing policies. Buyer Group members help create demand for the responsibly-produced products coming from engaged producers like those in the West and Central Africa Producer Group.

WWF's launch of the West and Central Africa Producers Group occurred against the backdrop of the October, 2003 Ministerial Conference of the Africa Forest Law Enforcement and Governance process convened by The World Bank. The AFLEG process and the GFTN's Producer Group approach are mutually reinforcing. By putting in place effective policies and legislation and ensuring their enforcement, the AFLEG process supports good governance essential to the efforts of responsible companies like those in WWF's Producer Group. And by supporting the efforts of its committed members, WWF's GFTN is taking action on the Ministers' resolution to strengthen the capacity of companies to participate in responsible forest management and address issues of illegality in the forest sector.

"The same companies in West and Central Africa that produce almost a third of the world's log exports must be part of the solution to forest crime. The members of WWF's Producer Group are leaders in helping turn the rising tide of illegal logging, the bushmeat trade, forest fires, habitat and species loss, and harm to livelihoods," said Darius Sarshar, Global Producer Group Coordinator for WWF's Global Forest & Trade Network.

According to a June 2002 WWF report, The Timber Footprint of the G8 and China, in the late 1990s most large timber companies in Cameroon were reported to be involved in illegal trade, contributing to an estimated loss of tax revenues to the government of more than 50 percent. In Gabon, almost 75 percent of planned legislation for the forest sector never becomes law. By applying the Producer Group approach in West and Central Africa, WWF's GFTN is applying the values of the AFLEG process and supporting the well-being of companies, communities, and

people that depend on forests, as well as the species like elephants, gorillas, buffalo, and mandrills that live in them.

With support from USAID and a range of public and private sector partners committed to the GDA approach, WWF's GFTN is finding novel ways to leverage market forces and policy processes to help cure the ills plaguing forests in places like West and Central Africa.

Metafore Spreads the Word on Wood for Building Green

Architects, designers, engineers and other specifiers of wood products learn how and why environmentally responsible wood should fit into their construction plans.

“It’s the right thing to do.”

You can almost hear the gravelly voice of oatmeal pitchman and actor Wilford Brimley as these words roll around in your head. But this mantra is fast becoming the marching orders for those who champion environmentally responsible business practices.

Business leaders use it as their principle rationale for becoming eco-friendly. Environmental groups use it to convince laggards to move toward the light. Governmental agencies use it as a means to enact change.

But what about those who use wood to build end products? What’s their motivation? Throughout 2003, Portland, Oregon-based non-profit Metafore—supported by the U.S. Agency for International Development—set out to educate the masses on the efficient use of responsibly harvested wood products and the burgeoning green building movement.

“These wood specifiers and their customers are the true decision makers when it comes to material selection, and yet they’re often left out of the loop on the how, the why and the where to find environmentally preferable wood,” said David Ford, Metafore president and CEO. “Metafore aimed to change that with a series of outreach workshops that went directly to specifiers instead of sitting back and hoping they could find the information on their own.”

In a whirlwind tour of 11 cities in 10 months, Metafore commissioned a two-man team of educators to spread the word to architects, designers, engineers and other specifiers of wood-based projects that building using “good wood” was not only the right thing to do, it could put their businesses in the spotlight as innovators. It also allowed them to pursue green building incentives from local and national green building organizations.

Not always easy to find, environmentally responsible forest products include wood from certified well-managed forests, or wood salvaged for reuse or remanufacture. It excludes products derived from endangered forest as well as those harvested illegally— an all too common practice in many parts of the world. Metafore Wood for Building Green Workshop educators Terry Campbell and Bryan Ripka set out to demystify ‘green’ wood and green building. These workshops were also designed to show this audience of wood specifiers that their efforts as active marketers for this building initiative are integral to the widespread success of green building in the U.S.

After Metafore completed its *Wood for Building Green Guide* for this audience, Campbell and Ripka hit the road, putting on half-day workshops in Cleveland, Los Angeles, Honolulu, San Francisco, Portland, Ore.; Seattle, Vancouver, BC; Maple Grove, Minn.; Minneapolis, Minn.; Columbia, Mo.; and San Diego. These workshops consisted of three presentations, a certified-wood showcase and ample time for participants to network with each other and form relationships.

Presentations on certification, green building certifications, efficient wood grade and tree species use, how to find wood for building green, the benefits of doing it and case studies of local businesses succeeding with green building initiatives brought the message home to the more than 500 workshop participants.

“Increasing the awareness of green building and certified wood was definitely achieved, and that was key,” said Campbell. “And we could’ve done more if we had the time. These were really well-received.”

Ripka heard first-hand just how well-received these workshops were during the certified wood showcase exhibits.

“I had several people come up to me and tell me how great the program was – from architects and designers to other exhibitors,” Ripka remembered. “This wasn’t only architects learning about wood for green building, this was manufacturers and others learning about the demand for that type of wood. So the door was really swinging both ways.”

Both Ripka and Campbell noted that the real education began when people from these separate, yet linked building sectors got together to share their experiences and brainstorm collaborative solutions.

“The case studies were awesome,” Ripka said. “It was a really great opportunity for people we call ‘super-consumers’ or specifiers for large projects, to be in the same room with people who just may turn out to be their suppliers.”

That was one of more positive experiences for workshop attendee Alison Lindburg from The Lander Group, Inc.

“I came to obtain information about what certified wood is, how it is used, why it is important and how to incorporate it into the building process,” Lindburg noted. “My expectations were exceeded in that I also made some great connections.”

That sentiment was echoed by Larry Potts of Warm Springs Forest Products in Oregon, who praised the workshop for building his confidence in trumpeting the value of certified wood for projects.

“I definitely feel more confident in our ability to add value to our certified lumber products,” he said. “For a four-hour workshop, it was great.”

The positive feedback has led to a groundswell of support or at least curiosity about how to build efficiently and cost-effectively using environmentally preferable wood products. The success of leading businesses that incorporate the principles of green building into their projects is leading the way.

“The word is out on wood for building green,” said Campbell. “We continue to get calls from other cities that want the show to come to their town next.”

Metafore’s Ford was also very pleased with the results of these workshops, particularly the way they managed to dovetail with Metafore’s mission of “catalyzing business action that conserves protects and restores the world’s forests.”

“It was really exciting to see this influential audience of people who spend every day of their working lives around forest products being enlightened about the benefits of building using environmentally responsible wood and being shown how to be more efficient with wood in their building projects,” said Ford. “For Metafore, it proved our theory that we could be true to our mission of helping build thriving forests by actively promoting the building green movement.”

About Metafore

Metafore catalyzes business action that conserves, protects and restores the world’s forests. We envision a world where business enhances forests and communities.

Metafore seeks out leaders in business, government, and all other realms of society who share our vision of business prosperity and forest integrity. Together, we collaborate on innovative market-based approaches that support thriving forests and communities.

A non-profit organization, Metafore provides wide-ranging expertise in the emerging market of responsible forest products, objective advice blending business needs and environmental concerns, and leadership in new ways to approach old problems.

For more information on Metafore and its mission, visit www.metafore.org.



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A Great Year



Estevao with a Brazilian flag on the summit of Oregon's Mt. Hood

To my colleagues at USAID, USFS and Metafore:

When my friends here in Brazil ask me what I miss from my recent internship with Metafore I promptly answer: “the people.” My year with Metafore was unforgettable for many reasons, but at the end it was the people — my friends at the office and throughout Oregon and the series of industry relationships I built during my research—that made all the difference.

Metafore is a great environment to learn, to think, to act, to share information and, ultimately, to make a difference. From planning to implementing a policy from the forest floor to the store shelf, this 12-month project was very comprehensive. I made so many useful contacts, and developed a deep knowledge of the U.S. tropical wood products business structure, its challenges and the wide range of opportunities.

The knowledge I gained while at Metafore has already proven to be valuable to the Latin American forest sector. So far, I have received nothing but positive feedback from companies, NGO representatives and, incredibly, even the Brazilian government representatives on my research as part of Metafore’s Global Wood Initiative. The findings of my research were recently published in a series of fact sheets on the U.S. tropical wood market—the focus of my internship.

This experience wouldn’t have been possible without the vital financial and programmatic support of the USDA Forest Service and the U.S. Agency for International Development. I am particularly thankful to Alex Moad of the Forest Service, who offered me an incredible opportunity to participate in a Forest Management Seminar. This multi-dimensional project allowed me to travel throughout the U.S. to learn how public and private forests are managed and gain an understanding of how the often politicized environment within the forestry sector has a strong influence on policy.

All Metafore staff members were equally responsible for my success, the success of this emerging internship program and the growing library of information and tools that now make up Metafore’s Global Wood Initiative. Now that I am back in Brazil and working again with

Imaflora, an NGO in Brazil also supported by USAID, I am applying what I learned while at Metafore and through those I contacted during my research.

Thank you all for the opportunity. It was truly a great experience.

Um abraço do Brasil,

Estevao do Prado Braga

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